

# DEPARTMENT OF EDUCATION FEDERAL STUDENT AID

WEB SITE Style Guide





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### Web Site Graphics Department of Education Seal



Department of Education 92 x 92 px



Department of Education 77 x 77 px



Department of Education 68 x 68 px

DESCRIPTION: Department of Education seal.

TECHNICAL: 68 x 68 pixels is the *smallest* allowed in building websites and web applications.

Any sizes smaller than these will become illegible on some monitor screens.

Specific size and placement of the FSA design elements is left to the discretion of the website designer.

FONTS: The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.

When creating text as a graphic element to a web page, use ITC Giovanni.

If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications of FSA/FAFSA identity on the world wide web.

These sizes are for example only. Size and placement is up to the designer's discretion.

When considering placement of the Department of Education seal, be aware of the size relationship to the FSA or FAFSA web graphic with mortarboard.

#### Department of Education / Federal Student Aid Web Site Graphics



Vertical 109 x 147 px



Horizontal 1 222 x 82 px



We Help Put America Through School

Horizontal 1

165 x 82 px



Horizontal 82 x 211 px

DESCRIPTION: Department of Education / Federal Student Aid graphic / "We Help Put America Through School" slogan.

TECHNICAL: Pixel sizes are the *smallest* allowed in building websites and web applications.

Any sizes smaller than these will become illegible on some monitor screens.

Specific size and placement of the FSA design elements is left to the discretion of the website designer.

FONTS: The FSA and FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.

When creating text as a graphic element to a web page, use ITC Giovanni.

If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications in launching FSA/FAFSA identity on the world wide web.

#### Department of Education / Federal Student Aid Web Site Graphics



Federal Student Aid 117 x 109 px



Free Application Federal Student Aid 145 x 63 px

DESCRIPTION: Federal Student Aid graphic / "We Help Put America Through School" slogan, Free Application for Federal Student Aid graphic.

TECHNICAL: The pixel sizes shown here are the *smallest* allowed in building websites and web applications. Any sizes smaller than these will become illegible on some monitor screens.

Specific size and placement of the FSA design elements is left to the discretion of the website designer.

FONTS: The FSA and FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications in launching FSA/FAFSA identity on the world wide web.



#### Web Site Graphics Slogan / Mortarboard Icons



We Help Put America Through School

Slogan 276 x 25 px



We Help Put America Through School
Slogan
173 x 11 px



DESCRIPTION: "We Help Put America Through School" slogan / Mortarboard icon.

TECHNICAL: Mortarboard: 32 x 25 pixels for the mortarboard icon is the smallest allowed in building websites and web applications.

*Slogan:* Pixel size for the slogan is not set, but it must be legible. Ideally, the slogan should be beneath the mortarboard icon, but in some instances it might not be legible. In this case, place the slogan as a closing comment on the page. See samples on the next page.

Actual size and placement of the FSA design elements is left to the discretion of the website designer.

FONTS: The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.

When creating text as a graphic element to a web page, use ITC Giovanni.

If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications of FSA/FAFSA identity on the world wide web.

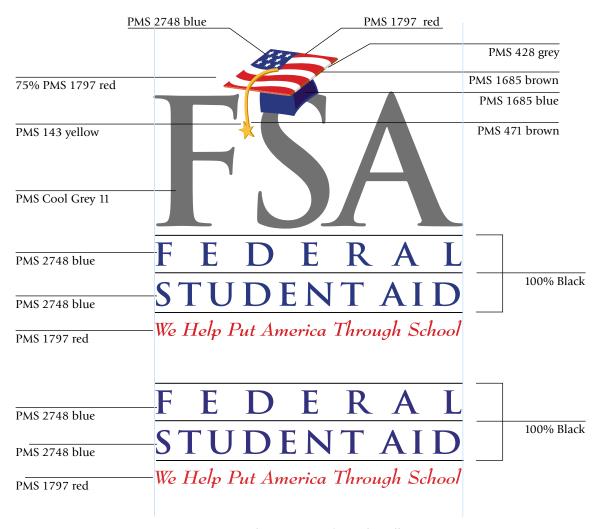
Mortarboard: The mortarboard icon can be used as an icon separate from the FSA and FAFSA graphics. The mortarboard icon cannot be altered by tilting in a diffent angle or moving any element in the icon, such as the stars, the colors, stripes, shadow or tassle.

The icon sizes are for example only. Size and placement is up to the designer's discretion. When considering placement of the Department of Education seal, be aware of the size relationship to the FSA or FAFSA web graphics with mortarboard.



### FEDERAL STUDENT AID

#### FSA Web Site Graphic / Color



For Reproduction Sizes 3/4" and smaller







DESCRIPTION: Federal Student Aid web site graphic with mortarboard.

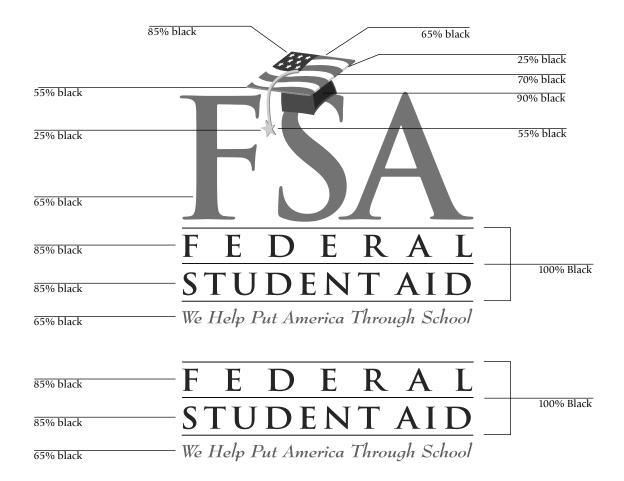
TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.



#### FSA Web Site Graphic / Greyscale Conversion



For Reproduction Sizes 3/4" and smaller







DESCRIPTION: Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All greyscale applications for the FSA/FAFSA web site identity. The greyscale conversion is to be used on all black & white or one-color printing applications where a continuous tone or halftone screen will be used in the reproduction of the graphic, such as inkjet and laserjet printers or one-color printing with a halftone screen. The smaller graphics have been specially rendered for smaller reproduction sizes applications. We do not recommend reducing the graphics any smaller as the images become illegible.

#### FSA Web Site Graphic / Black and White Conversion



We Help Put America Through School



We Help Put America Through School

For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All black and white applications for the FSA/FAFSA web site identity. The black & white conversion is to be used on all black & white printing applications where a halftone screen will hinder the reproduction of the graphic such as on a FAX cover sheet or one-color printing. The smaller graphics have been specially rendered for smaller reproduction applications. We do not recommend reducing the graphics any smaller as the images become illegible.



### FREE APPLICATION FOR FEDERAL STUDENT AID

#### FAFSA Web Site Graphic / Color



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications in FSA/FAFSA web site identity. The smaller graphics have specially rendered for smaller reproduction applications. We do not recommend reducing the graphics smaller as the images become illegible.



#### FAFSA Web Site Graphic / Greyscale Conversion



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.
When creating text as a graphic element to a web page, use ITC Giovanni.
If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All greyscale applications for the FSA/FAFSA web site identity. The greyscale conversion is to be used on all black & white or one-color printing applications where a continuous tone or halftone screen will be used in the reproduction of the graphic, such as inkjet and laserjet printers or one-color printing with a halftone screen. The smaller graphics have been specially rendered for smaller reproduction sizes applications. We do not recommend reducing the graphics any smaller as the images become illegible.

#### FAFSA Web Site Graphic / Black & White Conversion



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or positioned anywhere else in the graphic. The mortarboard device can be used as an icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.
When creating text as a graphic element to a web page, use ITC Giovanni.
If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All black and white applications for the FSA/FAFSA web site identity. The black & white conversion is to be used on all black & white printing applications where a halftone screen will hinder the reproduction of the graphic such as on a FAX cover sheet or one-color printing. The smaller graphics have been specially rendered for smaller reproduction applications. We do not recommend reducing the graphics any smaller as the images become illegible.

### FAFSA Web Site Logo / Color (Spanish version)



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All color applications in FSA/FAFSA web site identity. The smaller graphics have specially been rendered for smaller reproduction applications. We do not recommend reducing the graphics smaller as the images become illegible.



## FAFSA Graphic / Greyscale Conversion (Spanish version)



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or postioned anywhere else in the graphic. The mortarboard device can be used as a separate icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif. When creating text as a graphic element to a web page, use ITC Giovanni. If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All greyscale applications for the FSA/FAFSA web site identity. The greyscale conversion is to be used on all black & white or one-color printing applications where a continuous tone or halftone screen will be used in the reproduction of the graphic, such as inkjet and laserjet printers or one-color printing with a halftone screen. The smaller graphics have been specially rendered for smaller reproduction sizes applications. We do not recommend reducing the graphics any smaller as the images become illegible.

## FAFSA Web Site Graphic / Black & White Conversion (Spanish version)



For Reproduction Sizes 3/4" and smaller





DESCRIPTION: Free Application for Federal Student Aid web site graphic with mortarboard.

TECHNICAL: Mortarboard device is always slanted on the capital "S" in the graphic. In no instances is it to be tilted in any other angle or positioned anywhere else in the graphic. The mortarboard device can be used as an icon in addition to its placement in the graphic.

FONTS: The FAFSA graphic type is set in Trajan Bold.

The HTML text for web sites is Verdana/Arial/Helvetica/sans serif.
When creating text as a graphic element to a web page, use ITC Giovanni.
If that cannot be used, Times New Roman will be the acceptable font.

APPLICATIONS: All black and white applications for the FSA/FAFSA web site identity. The black & white conversion is to be used on all black & white printing applications where a halftone screen will hinder the reproduction of the graphic such as on a FAX cover sheet or one-color printing. The smaller graphics have been specially rendered for smaller reproduction applications. We do not recommend reducing the graphics any smaller as the images become illegible.

#### **DEPARTMENT OF EDUCATION**

Color Conversion Chart										
	PMS match		4 Color Prod	Web Safe / RGB						
	PMS Reflex Blue	100% cyan	72% magenta	0% yellow	6% black	#1B0D97				
	PMS 116	0% cyan	15% magenta	94% yellow	0% black	#F0D11F				
	PMS 355	100% cyan	0% magenta	65% yellow	9% black	#ECB32C				
	PMS Process Black	40% cyan	30% magenta	30% yellow	100% black	#000000				

#### FEDERAL STUDENT AID / FREE APPLICATION FOR FEDERAL STUDENT AID

Color Conversion Chart									
	PMS match		4 Color Proc	Web Safe / RGB					
	PMS 2748	100% cyan	76% magenta	0% yellow	18% black	#10A46A			
	PMS 1797	0% cyan	94% magenta	94% yellow	6% black	#B9152C			
	PMS 143	0% cyan	31% magenta	83% yellow	6% black	#ECB32C			
	PMS 2765	100% cyan	94% magenta	0% yellow	34% black	#2A0A5A			
	PMS 1685	0% cyan	69% magenta	100% yellow	43% black	#762D16			
	PMS 471	0% cyan	56% magenta	100% yellow	18% black	#AC4C11			
	PMS Cool Grey 9	0% cyan	0% magenta	0% yellow	65% black	#78797C			
	PMS 428	0% cyan	0% magenta	0% yellow	24% black	#C6C9CA			
	Process Black	40% cyan	30% magenta	30% yellow	100% black	#000000			
	White	0% cyan	0% magenta	0% yellow	0% black	#FFFFFF			

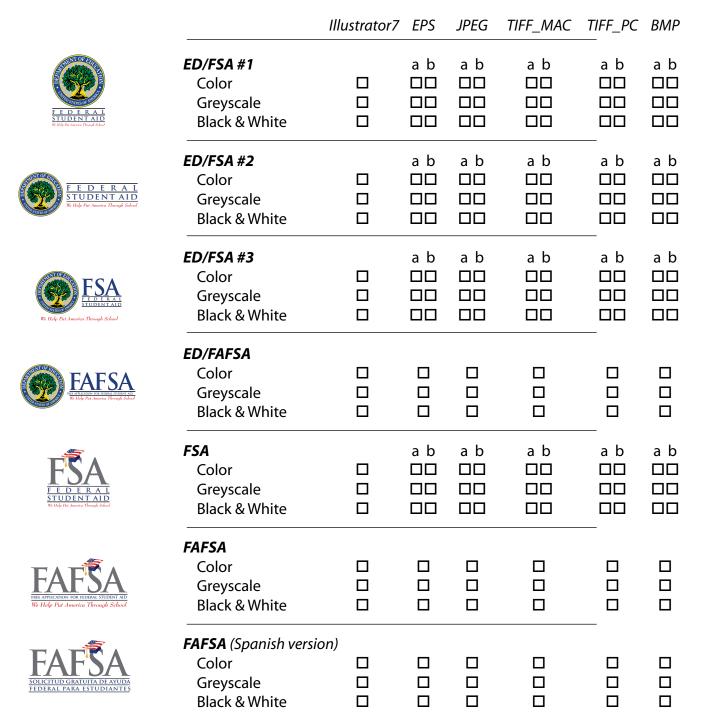
Dept. of Education



Federal Student Aid / FAFSA



# Department of Education / Federal Student Aid CD ROM Contents - Graphics Folder



#### Using Fonts From This Style Guide

The fonts ITC Giovanni and Trajan are PostScript fonts and require the font utility Adobe Type Manager to use these fonts.

#### Windows

PostScript font support is built directly into Windows 2000, and ATM Light is not required for basic font installation and rendering on this platform. However, you must install ATM Light on Windows 2000 if you use Adobe's multiple master typefaces and want to create custom font instances. ATM Light is required for previous versions of Windows, including Windows 95, 98, and NT4.0.

All Adobe Postscript fonts must opened through ATM Light to run on Windows.

Install ATM Light into your Program folder.

After installing, follow the directions on the Read Me file in the ATM folder.

#### Macintosh

PostScript font support is built directly into Mac OS X, however, ATM Light is required for all other versions of the Mac OS, including Mac OS X Classic.

The Macintosh version of ATM Light no longer supports Apple's GXGraphics extension. If you are using an application that relies on this system extension, we recommend that you do not update to this version of ATM Light.

ATM Light does not support the Apple Language Kits.

Install ATM Light into your Applications folder.

After installing, follow the directions on the Read Me file in the ATM folder.

#### Department of Education / Federal Student Aid CD ROM Contents - Fonts Folder

ITC Giovanni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,:;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

ITC Giovanni Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,:;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

ITC Giovanni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,:;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

ITC Giovanni Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

ITC Giovanni Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

ITC Giovanni Ultra Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;'-?!`~!@#\$%^&\*() =+<>[]{}\|

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*0123456789,.;'-?!`~!@#\$%^&\*() =+<>[]{}\|

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\| Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

,.;'-?!`~!@#\$%^&\*()\_=+<>[]{}\|